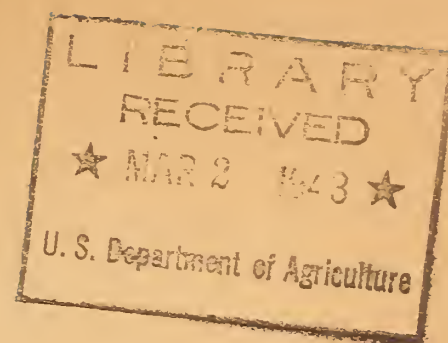


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SOUTHERN VEGETABLE MARKETING MEETING

Atlanta, Georgia
October 28-29, 1942

RECOMMENDATIONS OF SPECIAL COMMITTEES

Compiled and Distributed By
Agricultural Marketing Administration
Southern Regional Office
Atlanta, Georgia

SOUTHERN VEGETABLE MARKETING MEETING
Ansley Hotel Civic Room, Atlanta
October 28, and 29, 1942

MESSAGE TO ALL PARTICIPANTS---

Welcome to this conference. In a sense, you are all guests of the Agricultural Marketing Administration, and we are at your disposal. If we can help you arrange for railway reservations, handling of correspondence, meals, or any other service that you require, let us know. If you are a stranger in the city, you may want information about shows, eating places, people, or points of interest. Ask the receptionist. What she does not know, she will be glad to find out. You are welcome to visit our offices in the Peachtree Building, at 291 Peachtree Street. Other Federal offices, of which there are many in Atlanta extend the same invitation.

MAR 2 1943
When you register, you will be asked whether you wish to eat dinner this evening with the rest of those attending this meeting. If there is sufficient interest, and if we can arrange for satisfactory handling of the group, we will let you know before the meeting adjourns for lunch. This dinner would, of course, be at your own expense, since there are no funds from which to pay for such an affair. If we can arrange for such a dinner, you will be invited to bring your wife or any other guests. Let the receptionist know whether you would want to bring someone else--and how many you would bring.

There are many pressing problems before all of us these days, and every minute counts. I hope that this meeting proves to be worth the time and expense it has cost you to attend. If it does not, let it not be because you did not do everything you could to make it worthwhile. Its success will depend upon the cooperative effort of everyone here. The Agricultural Marketing Administration did not call this meeting to shove anything down anyone's throat. We do not have a "program" to urge upon you. The purpose of the meeting is to present a forum in which all of us will have an opportunity to work together in developing a program. The finished product will be Southern Agriculture's Program. Let's make it a good one.

The following topics have been selected by a joint group, in advance of the meeting, as those which require positive planning and action at this time. The list is not arbitrary and is not necessarily complete, although it is as near complete as we are able to make it -- without getting into fields which are not the concern of this meeting. In the course of the meeting, committees will be assigned to develop recommendations for an action program on each of the matters. We would like to urge each group to write out its recommendations and to make them as specific and concrete as possible. These recommendations will doubtless have to be studied by a number of State and Federal agencies before they are coordinated into an over-all regional program. At the meeting this morning, you will have a chance to suggest additional subjects to add to this list or changes to be made in the list as it now stands. This

afternoon and evening you will have an opportunity to work on recommendations for one or more of the subjects. Tomorrow you will have a chance to discuss the recommendations made by all committees on all these points.

1. Transportation of produce to market.

Shortages of tires and gas, lack of new equipment, decrease in number of itinerant trucker-dealers, and other war developments have caused serious problems. Possible solutions lie in pooling, cooperative operation, use of public-owned or government equipment, and so on. A representative of the ODT will be on hand to work with this committee.

2. Establishment of concentration markets.

The probable shortage of trucks, Army purchase requirements, AMA purchase programs, and the large-scale dealings of other operators require that produce be brought together in quantity lots at key points. How to select such points, how to finance and operate such markets, Federal-State-private cooperation, and so on are matters which the committee might make recommendations upon.

3. Market information and news service.

Farmers and dealers require full, fast knowledge of what prices and qualities are prevalent on various markets. There is room for more Federal-State cooperation in supplying such information through public information channels.

4. Selling to the Army.

How to meet Army purchase requirements -- from standpoint of quantity, quality, shipping points, and so on. A representative of the Army will be on hand to help advise the committee handling this subject.

5. Operation of AMA purchase programs.

How these programs can be operated to the best advantage from the standpoint of supporting markets and maintaining prices; pricing policies; scheduling Lend-Lease purchases; meeting Government standards; and so on. An AMA Purchase Branch representative will work with this committee.

6. Cooperative marketing.

Financing, operation, location, organization, etc. of co-operative markets, and the place of cooperatives in the over-all regional marketing program. FCA and FSA men will work with this group.


7. Education.

Putting over the production goals; marketing by grade and standard; uniformity in quality; packaging; and other matters calling for educational activity by various groups and agencies.

8. Dehydration plants and other processing facilities.

Location, financing, number, and other general considerations in connection with the establishment of new plants. A representative of the WPB will be on hand for consultation.

Let's give these matters a great deal of serious thought so that we can make real, constructive recommendations to our respective committees. Then we shall have a sound, complete program which can be followed up in the days to come and which will mark an important milestone in Southern Agricultural progress.


James H. Palmer
Regional Administrator
Southern Region
Agricultural Marketing Administration

SOUTHERN VEGETABLE MARKETING MEETING

Ansley Hotel, Atlanta, Georgia

October 28-29, 1942

SPECIAL COMMITTEES

Transportation of Produce to Market

Porter Hardy, Chairman	U.S.D.A. War Board	Blacksburg, Va.
C. L. Neill	Agricultural Adjustment Agency	Jackson, Miss.
I. W. Duggan	Agricultural Adjustment Agency	Washington, D. C.
T. W. Cathey	Agricultural Adjustment Agency	Waynesville, N. C.
H. W. Taylor	Extension Service	Raleigh, N. C.
Sinclair Wells	State Department of Agriculture	Tallahassee, Fla.
J. A. Hutchins, Jr.	Agricultural Marketing Administration	Raleigh, N. C.
W. A. Tuten	Extension Service	Columbia, S. C.

Establishment of Concentration Markets

R. B. Etheridge, Chairman	State Department of Agriculture	Raleigh, N. C.
William L. Wilson	Florida State Markets	Jacksonville, Fla.
H. S. Dumas	Georgia State Farmers' Market	Atlanta, Ga.
Lyle Brown	Extension Service	Auburn, Ala.
D. Gray Miley	Extension Service	State College, Miss.
Earl F. Wilson	Bank for Cooperatives-FCA	New Orleans, La.
Charles A. McIntosh	Agricultural Marketing Administration	Frankfort, Ky.
D. L. Deadwyler	Agricultural Adjustment Agency	Athens, Ga.
Clifford Sims	Bureau of Agricultural Economics	Athens, Ga.

Selling to the Army

T. A. Cole, Chairman	Extension Service	Columbia, S. C.
J. A. Beaty	Extension Service	Auburn, Ala.
H. J. Lehman	Chamber of Commerce	Sanford, Fla.
Herbert D. Rorex	Agricultural Marketing Administration	Montgomery, Ala.
W. L. Cathey	Director, State Bureau of Markets	Atlanta, Ga.
W. T. Fullilove	Experiment Station	Experiment, Ga.
George A. Parks	Agricultural Adjustment Agency	Washington, D. C.
R. Royston	Bureau of Agricultural Economics	Washington, D. C.
*Lt. G. S. Stoltz	Headquarters Fourth Service Command, U. S. Army	Atlanta, Ga.

*Consultant

Dehydration and Other Processing Facilities

J. G. Woodroof, Chairman	Experiment Station	Griffin, Ga.
Nat Mayo	State Department of Agriculture	Tallahassee, Fla.
T. M. Patterson	Agricultural Adjustment Agency	Jackson, Miss.
W. K. McPherson	Experiment Station	Auburn, Ala.
T. C. Reid	State Chamber of Commerce	Montgomery, Ala.
Elmo Ragsdale	Extension Service	Athens, Ga.
John B. Senter	Assoc. of Virginia Potato & Vegetable Growers	Norfolk, Va.

J. M. Williams	Agricultural Marketing Administration	Jacksonville, Fla.
J. V. Webb	Georgia State Agriculture Council	Atlanta, Ga.
Charles P. Butler	Bureau of Agricultural Economics	Atlanta, Ga.

Operation of AMA Purchase Program

Ralph M. Woodside, Chair-	Agricultural Marketing Administration	Atlanta, Ga.
J. E. Youngblood	State Division of Markets	Columbia, S. C.
C. S. Lee	Agricultural Adjustment Agency	Oviedo, Fla.
J. I. Ford	Agricultural Adjustment Agency	Alexandria City, Ala.
George E. Moore	Agricultural Marketing Administration	Jackson, Miss.
Vance E. Swift	Farm Security Administration	Raleigh, N. C.
W. H. Elliott	Agricultural Marketing Administration	Camilla, Ga.
J. Dan Baldwin	State Department of Agriculture	Frankfort, Ky.
Eric Alsobrook	State Department of Agriculture	Montgomery, Ala.
D. L. Floyd	Bureau of Agricultural Economics	Athens, Ga.
D. W. Watkins	Director of Extension	Clemson, S. C.

Market Information and News Service

J. B. Owens, Chairman	Extension Service	Clemson, S. C.
Joseph C. Seibert	Emory University	Atlanta, Ga.
A. D. Harlan	Agricultural Marketing Administration	Atlanta, Ga.
James E. Stone	Farm Security Administration	Richmond, Va.
J. C. Townsend	Bureau of Agricultural Economics	Orlando, Fla.
N. S. Nichols	State Division of Markets	Nashville, Tenn.
F. W. Blease	Agricultural Adjustment Agency	Columbia, S. C.
B. O. Lee	State Department of Agriculture	Jackson, Miss.

Education

J. L. Lawson, Chairman	Extension Service	Auburn, Ala.
L. B. Dietrick	Extension Service	Blacksburg, Va.
Paul J. Findley	Extension Service	Washington, D. C.
L. E. Farmer	Extension Service	Athens, Ga.
J. M. Napier	Agricultural Adjustment Agency	Darlington, S. C.
T. Walter Hughes	Agricultural Marketing Administration	Atlanta, Ga.
H. G. Clayton	Agricultural Adjustment Agency	Gainesville, Fla.
R. E. Robb	Agricultural Marketing Administration	Columbia, S. C.
D. C. Vandevere	Farm Security Administration	Jackson, Miss.
George E. Prince	Farm Credit Administration	Columbia, S. C.
S. Earl Grigsby	Bureau of Agricultural Economics	Atlanta, Ga.
G. C. Starcher	American Pecan Growers Assoc.	Albany, Ga.

Cooperative Marketing

Stanley Andrews, Chairman
Paul Sanders
J. V. Pace
A. L. Jerdan
John W. Overton
Robert W. Moore
C. T. Stowe

Gordon Ward
D. E. Timmons
M. H. Williams
M. C. Gay

Farm Credit Administration
Agricultural Adjustment Agency
Extension Service
Extension Service
Farm Security Administration
Farm Security Administration
Agricultural Marketing Adminis-
tration
Agricultural Extension Service
Carl Byron Assoc. (A & P)
Farm Security Administration
Farm Credit Administration

New Orleans, La.
Ritter, S. C.
State College, Miss
Knoxville, Tenn.
Montgomery, Ala.
Jackson, Tenn.

Richmond, Va.
Blacksburg, Va.
New York, N. Y.
Raleigh, N. C.
Washington, D. C.

Others Present at General
Meeting

Frederick V. Waugh

L. C. Salter
P. W. Voltz
L. S. Wolfe
Edgar C. Young
Grant Roy

William A. Hartman
F. V. Lanham

Harry L. Carr

Agricultural Marketing Adminis-
tration
Tennessee Valley Authority
Tennessee Valley Authority
State Department of Agriculture
Farm Security Administration
National Highway Users Confer-
ence
Bureau of Agricultural Economics
Agricultural Marketing Adminis-
tration
Agricultural Marketing Adminis-
tration

Washington, D. C.
Knoxville, Tenn.
Knoxville, Tenn.
Columbia, S. C.
Athens, Ga.

Washington, D. C.
Atlanta, Ga.

Atlanta, Ga.

Atlanta, Ga.

REPORT OF THE COMMITTEE ON DEHYDRATION AND PROCESSING

The Dehydration and Processing Committee herewith offers the following recommendations:

1. That fruit and vegetable processing facilities in the Southeast should be materially increased first for home consumption, second, community processing for civilian consumption and, third, commercial production for the Army, Navy, and Lend Lease.
2. That the research divisions of the Land Grant Colleges of the respective states conduct a survey of the possible vegetable and fruit producing areas in which canning, dehydrating and quick freeze plants should or could be located and these recommendations submitted to the AMA.
3. That uniform specifications be developed for use by all agencies purchasing processed fruits and vegetables.
4. That the net price to be paid to the farmer be announced sufficiently in advance of the planting season to permit him to make necessary arrangements for production of fruit and vegetables for processing.
5. That interest in the production of sweet potatoes be increased, with special attention given to air drying for stock feed, mechanical drying for commercial purposes, dehydration for human consumption as needed for home use, community use and for the Army, Navy and Lend Lease, and processing into starch for purely commercial and industrial purposes.

J. G. Woodroof, Chairman
T. C. Reid, Secretary
Nat Mayo
T. M. Patterson
W. K. McPherson
Elmo Ragsdale
John B. Senter
J. M. Williams
Charles P. Butler
J. V. Webb

REPORT OF THE COMMITTEE ON COOPERATIVE MARKETING

The farmers of the southeastern states face a critical situation in the marketing of their perishable products. The increased volume of production required for winning the war, particularly the expansion in products new to many farmers, is over-taxing the existing marketing agencies and facilities. Additional organizations and facilities are needed in many sections to handle the new products and to assist in meeting the problems of handling old products.

In meeting these emergency marketing problems government assistance is often necessary. Farmers will have great need for strong and effective cooperatives in the post-war period, therefore government assistance in marketing should be on a basis that will help to perpetuate and strengthen existing cooperative associations and foster the sound development of new cooperatives to meet existing and newly developing marketing needs.

In meeting the present critical marketing situation confronting farmers and their cooperative associations, we recommend the following:

1. In order to simplify the marketing problems growing out of the expanded production of crops essential to the war effort, the agencies responsible for planning the production programs and those responsible for the marketing and processing of these products should confer and plan for the expansion of output first in those areas best adapted to the production of these crops so that existing cooperative and private marketing agencies can be used as far as practical and so that the development of any needed new cooperatives will be facilitated.
2. In handling the marketing of miscellaneous farm products, existing cooperatives, especially the local purchasing associations, should be encouraged to expand their facilities and services wherever practicable to include the handling of these products.
3. The AMA in its purchase programs should make use of existing and new cooperatives wherever possible as contract buying agents so that farmers will be assured the prices which the Department of Agriculture is seeking to have them receive for their products in order to stimulate and maintain an adequate volume of production to meet war needs.
4. The State and Federal Agricultural agencies in the various states should assume responsibility for appraising existing marketing facilities and organizations, determine whether any new or additional facilities and organizations are needed, and where a definite need exists, take the initiative in organizing and developing cooperative associations to meet these needs.
5. In developing new cooperative associations farmers should be encouraged to assume their full share of responsibility for the organization, financing, and operation of such associations.
6. The AMA and other government agencies, in making use of existing cooperatives in working out emergency marketing programs, should do so in such a way as to maintain the member patronage and participation in these cooperatives, rather than encouraging the development of competing organizations.
7. State War Boards are urged to make every possible effort in assisting cooperative associations in arranging for adequate amounts of machinery, equipment, and containers for processing, preserving, and marketing farm products essential to the war effort.

8. The AMA is urged to confer with cooperatives and state agricultural agencies as early as possible to work out programs to meet emergency marketing problems and announce such programs as far in advance as practicable and have the machinery for implementing the program in the field ready to function immediately the need for it arises.
9. In many communities throughout the South, where volume of production is inadequate to maintain cooperative associations, surplus agricultural products are being assembled for processing and sale under the direction of various agricultural agencies. We commend this activity and recommend its further development as a means of conserving much valuable food, conserving transportation and developing group action among producers.

Stanley Andrews, Chairman
Paul Sanders
J. V. Pace
A. L. Jordan
John W. Overton
Robert W. Moore
C. T. Stowe
Gordon Ward
D. E. Timmons
M. H. Williams
M. C. Gay

REPORT OF COMMITTEE ON SELLING TO THE ARMY

Perishable substance procured for the Army must meet U. S. Department of Agriculture grades and U. S. Army specifications and tentative specifications as called for in contracts.

All perishable substance for the Army is procured by Quartermaster Market Centers located in strategic locations with regard to production areas and Army posts.

These items are procured in large quantities and are usually purchased through negotiated contract. Quartermaster Market Centers buy in large quantities. Therefore, it is necessary that such perishable items be concentrated at central markets in order to supply the necessary quantities.

In other words, to sell to the Army, you must have sufficient quantity to meet Army requirements specified in the contract. It must also be of the quality specified and packaged as called for. Delivery must be made on date stated in contract.

Growers or growers organizations who can meet the above army requirements should contact their nearest Market Center well in advance of the time commodities would be available in order to negotiate contracts.

In view of the above, the following recommendations are submitted:

1. We believe that in order to meet the above requirements it is necessary to have the cooperation of all agricultural workers to assist growers in obtaining uniform quality suitable for group marketing. Factors to be considered in this respect are (1) variety, (2) fertilization, (3) cultivation, (4) harvesting, (5) grading, and (6) packaging.
2. Growers marketing associations or groups should be formed and concentration markets established at which grading, packaging and storage facilities should be available. The manager of the organization should act as the salesman for the group and contact commercial buyers as well as the Quartermaster Market Centers. Only through group action such as this can the small grower sell his produce direct to the Army buyer.
3. If several marketing groups are formed, it is suggested that they keep in close contact with each other in order that produce may be pooled if necessary in order to obtain sufficient quantities in securing or fulfilling contracts too large for a single group.
4. It is suggested by the committee that State and Federal Agricultural Marketing agencies, working in cooperation with county agents and other agricultural workers assist in establishing and operating Growers Marketing groups and concentration points.

T. A. Cole, Chairman
J. A. Beaty
H. J. Lehman
Herbert D. Rorex
W. L. Cathey
W. T. Fullilove
George A. Parks
R. Royston
Lt. G. S. Stoltz, Consultant

REPORT OF THE COMMITTEE ON THE ESTABLISHMENT OF CONCENTRATION
MARKETS

The committee recognizes the necessity of establishing concentration points for food products in view of the probable shortage of trucks, restrictions on gasoline and tires, and in order to supply the Army, The Government, for Lend Lease purposes, and the commercial trade.

It is essential that such markets be established to provide assistance in packing and grading of products to meet the specifications of the various buyers.

1. Conditions vary in the several states and the Federal and State agencies within each state should determine the location of markets for their respective states. It is recommended that the selection of concentration markets be based on the production areas and its

geographical location with respect to transportation facilities, giving due consideration to the sufficiency of volume. The method of financing any needed facilities and operating expenses of such concentration markets should also be worked out in each state of the region.

2. It is recommended that the below listed agencies in the respective states shall assume the leadership in establishing and operating such markets or concentration points:

Alabama	State Department of Agriculture and Extension Service
Florida	State Marketing Bureau
Georgia	State Department of Agriculture, Bureau of Markets, and Extension Service
Kentucky	State Department of Agriculture and Extension Service
Mississippi	Extension Service
North Carolina	State Department of Agriculture and Extension Service
South Carolina	Extension Service
Tennessee	State Department of Agriculture and Extension Service
Virginia	State Department of Agriculture and Extension Service

3. It is requested that increased production be concentrated as far as possible in areas of commercial production where growing conditions are favorable, and suitable assembling, grading, packing, and transportation facilities are normally available. By so doing, marketing will be greatly facilitated.
4. The establishment of uniform minimum prices for staple products would reduce the incentive for useless transportation and facilitate the function of assembling for concentration markets.

R. B. Etheridge, Chairman
Earl F. Wilson, Secretary
H. S. Dumas
Lyle Brown
D. Gray Miloy
Charles A. McIntosh
D. L. Deadwyler
Clifford Sims
William L. Wilson

REPORT OF THE COMMITTEE ON TRANSPORTATION OF PRODUCE TO THE MARKET

The shortage of tires, gasoline, and new trucking facilities, and the resultant decrease in the number of itinerant truckers, and other war developments have caused serious transportation problems to confront farmers and produce dealers. For purposes of discussion the committee considered (1) problems of getting the produce from the farm to the point of concentration for re-shipment to market and to nearby processing plants or to local market for local consumption, and (2) problems of getting the produce from such concentration points to terminal markets. It appears that the solution of the first problem is predicated upon the adequacy of concentration points and so-called primary markets. It is impractical as well as impossible to divorce the transportation problem from the problems of concentration markets, marketing and labor facilities. However, since this Committee was vested only with the problem of transportation, we have assumed that the concentration points will not be too far from the producing community and also that there will be an adequacy of labor to secure an adequate production. In view of the above the following recommendations for improvements and changes in the present transportation system are offered:

1. That pooling of truck load shipments be required. It is recommended by this Committee that through the cooperation of the Office of Defense Transportation, the County U.S.D.A. War Board and the County Rationing Board, a committee be set up which will be charged with the responsibility of making available to every community, adequate trucking facilities to handle and haul all small loads from the farmer to the local market or to the nearest concentration point. This committee should establish routes for the designated trucks for commodities which lend themselves to such a system. The trucks as well as the individuals to operate the trucks should be chosen by this committee.
2. That a survey be made by the County U.S.D.A. War Board and the County Transportation Committee to determine for a three month period:
 - (a) The probable movement of all farm products during each of the three months
 - (b) The market and truck facilities available for transporting such products.
 - (c) The probable time of movement of seasonal crops. It is recommended that a supplemental report be submitted each thirty days at which time a report covering the third subsequent month would also be included, thus keeping the picture up to date for at least three months.

The survey should be made on a community or neighborhood basis, then compiled on a County, Area, State and Regional basis. An analysis should be made on the regional level and trucks would be shifted from one area to another as the need arises. Each truck should be used to maximum capacity and it is further recommended that the County Rationing Board set up a tire reserve sufficient to take care of the needs of the trucking facilities when seasonal crops are ready for harvest.

Trucks, including all private, public or government owned, should be made available in all areas when necessary.

3. That in the movement of commodities from the local market or concentration point to the terminal market, every possible shipment be moved by rail in carload lots and provisions be made by the Office of Defense Transportation to make trucks available to handle the remainder of the crop which cannot be shipped by rail.
4. That when back-hauls are practical the Interstate Commerce Commission permit agricultural truckers to make such back-hauls without loss of exemption as an agricultural trucker and without subjecting such truck to Interstate Commerce Commission regulations. The Committee recognizes that back-hauls tend to relieve the transportation but due to the delay in movement of truck crops, back-hauls should not be required or even permitted unless a load is immediately available.
5. That a study be made of the waste of shipping space at the shipping point and more attention be given to the elimination of the packing of stalks, tops and stems of vegetables in an effort to conserve space.
6. That duplication of delivery by wholesalers to retailers be eliminated as far as it is feasible and practicable.
7. That one single authority be vested with the power to handle all problems of truck transportation including certificates of necessity, rationing of gasoline, tires and trucks, promulgation and enforcement of regulations and rates and the commandeering of trucking facilities to make them available at the various points when and where needed.

Porter Hardy, Chairman
C. L. Neill
I. W. Duggan
T. W. Cathey
H. W. Taylor
Sinclair Wells
J. A. Hutchins, Jr.
W. A. Tuten

REPORT OF THE COMMITTEE ON EDUCATION

The Committee on Education wishes to submit the following report:

A. Production Goals -

In educational work it is necessary that the production program be fully determined in all of its phases before any attempt is made to carry it to the people. We therefore suggest that:

1. Production goals which are determined in Washington and are allocated to the States should be announced well in advance of planting time.
2. State goals for crops should be allotted to areas best adapted to their production and where marketing facilities are, or can

be made, available.

3. In view of the uncertainties and difficulties arising in connection with labor, transportation, and production supplies, it is necessary that price supports for essential commodities be established in order to achieve the production goals.

B. Grades and Standards -

We recommend:

1. That the present system of marketing by grades and standards be encouraged.
2. To assure efficient use of transportation facilities and containers an educational program regarding grades and standards should be made available to all producers and especially to small producers outside of present market areas.
3. The Educational Agencies should be prepared, in the event of a shortage in any commodity or of particular grades within a commodity to conduct campaigns and do educational work, to obtain consumer utilization of substitute commodities or less desirable grades within a commodity.

C. Packaging -

In view of possible shortages of containers for fresh vegetables and to effect conservation of materials used to manufacture containers and to effect, insofar as possible, the re-use of available containers, we recommend that the War Production Board, Container Branch, take steps to further standardize and reduce the types of containers. It is further recommended that this be accomplished by procedures such as were in effect in reducing the number of grades of fertilizer, which involved Land Grant college participation in regional conferences with representatives of the industry including growers and shippers and the submission of recommendations by regions for consideration and action by W.P.B.

D. Promotional Campaigns -

1. To refine and improve the operation of Victory Food Special Programs, the Committee suggests that the Regional Offices of AMA should make definite recommendations regarding designation of commodities, period covered, area covered, dietary habits and assist in dissemination of information regarding Victory Food Specials to the trade.
2. Since the AMA now has a Southern Regional Office and is in position to further assist with orderly marketing, the Committee suggests that timely marketing information on harvesting periods and peak supplies of fresh vegetables be developed for the purpose of arousing consumer attention and trade interest in best values currently available in the various markets.

E. Program Procedures -

The Committee believes that clear understanding of Government orders and regulations by educational agencies and farm people would be facilitated if Government agencies prepare a set of questions and answers covering controversial points. This procedure of giving complete, detailed, advance information would speed action and avoid confusion.

Resolution Offered By the Educational Committee to the Conference:

WHEREAS it is our understanding that fresh vegetables will not be designated as War Crops in 1943, and

WHEREAS many Government regulations permit special consideration for War Crops, and

WHEREAS producers are faced with many problems in obtaining labor, supplies and transportation to produce and market fresh vegetables needed in 1943, and

WHEREAS fresh vegetables are necessary in the diet to maintain the health of both civilian and military population and can replace other food items which are likely to be scarce in 1943,

NOW THEREFORE BE IT RESOLVED, That on behalf of vegetable producers and in the interest of national health, we respectfully request the Secretary of Agriculture to designate fresh vegetables as essential crops in 1943, and as such entitled to equal consideration with War Crops for obtaining items such as labor, supplies and transportation.

J. L. Lawson, Chairman
S. E. Grigsby, Secretary
L. B. Dietrick
Paul J. Findlon
L. E. Farmer
J. M. Napier
T. Walter Hughes
H. G. Clayton
R. E. Robb
D. C. Vandevere
George E. Prince

REPORT OF THE COMMITTEE ON OPERATIONS OF AMA PURCHASE PROGRAMS

The Committee on Operations of AMA Purchase Programs, at their meeting on October 28, 1942, elected Mr. Ralph M. Woodside as Committee Chairman and Mr. J. E. Youngblood as Secretary. The following Committee Members were present: C. S. Lee, J. I. Ford, George E. Moore, Vance E. Swift, W. H. Elliott, J. Dan Baldwin, Eric Alsobrook, D. L. Floyd and D. W. Watkins.

During the course of the discussions many pertinent points were brought out and out of these the following recommendations are presented to the Southern Vegetable Marketing Meeting:

1. That the AMA operate its purchase program so that producers will receive not less than the announced support price.
2. That for the duration of the war, and since the U. S. Department of Agriculture is urging increased production, the AMA hold itself in readiness at all times to render assistance by use of its purchase programs for farm products and to announce as far in advance as possible complete plans and minimum prices for such programs.
3. That the AMA conduct its purchase programs in such a manner as to stimulate and encourage adherence to standard grades as far as possible through such methods as designating standard packages, etc.
4. That an effort be made to call the matter to the attention of the proper authorities in Washington with the view of securing the necessary congressional action that will insure a one price system for such peanuts as the Federal Government wishes produced in 1943.

REPORT OF THE COMMITTEE ON MARKET INFORMATION AND NEWS SERVICES

The Committee on Market Information and Market News Services met at Room 522 New Post Office Building, Wednesday afternoon, October 28, 1942, with the following men present:

J. B. Owens, South Carolina Extension Service
Joseph C. Seibert, Emory University
James E. Stone, Farm Security Administration, Virginia
F. W. Blease, AAA, South Carolina
J. C. Townsend, Jr., Agricultural Statistics Division, BAE, Florida
N. S. Nichols, Tennessee Division of Markets
B. C. Lee, Mississippi Department of Agriculture
A. D. Harlan, Agricultural Marketing Administration, Atlanta

The Committee feels that timely and complete information is highly conducive to the direct marketing of products by the individual farmer, as such information tends to eliminate cross purposes in marketing and to reduce waste of time and effort, and we recommend that every means available be directed towards providing adequate market reporting services.

In the event of the establishment of concentration points in strategic areas, it is recommended that all of the means available for the assembling and distribution of market news be applied to those points, where the volume of movement is sufficient to justify it.

It is suggested that State Statisticians publish in more detail data regarding acreages and production, giving figures by counties or producing areas within the States. This is especially valuable where concentration points

are located. In this connection, it is recommended that some agency be responsible for locating all anticipated surpluses in minor crops, with the purpose of preparing adequate information as to possible outlets in advance of the harvesting period. This program might be developed to follow along in line with the present National Victory Food Specials on a State or area basis.

We believe an effort should be made to increase the effective distribution of information through the use of radio, newspapers, and mimeographed bulletins. More information of a local character is needed, and some means should be developed to break down the national information that is available and supplement it with local information in a more detailed manner. This is particularly true on dairy products, poultry, and livestock, on which the South is a deficit area. Some consideration might be given to expanding the leased wire system to provide for the exchange of information if funds could be made available.

Some better means of knowing the movement of crops and livestock into commercial channels is needed. In past years reporters have largely depended on railroads for this information, but railroads have become less and less important until today the reporter has to resort to general terms like "supplies heavy" or "light", which are inadequate. It is recommended that the possibility be investigated of obtaining information on the movement of supplies by motor truck through the present Office of Defense Transportation, and that this information be furnished to such sources as are in position to consolidate it and make it available to the Federal and State market news services.

Consideration should be given to developing a more uniform terminology, especially on certain commodities.

More cooperation between AMA and State agencies toward securing more general use of various specialists in gathering and disseminating information is desirable. The personnel of all existing agencies, both State and Federal, should be utilized in the manner that is most appropriate for assembling information, especially on fruits and vegetables and miscellaneous crops. Some responsibility for the coordination of these efforts should be assumed by the Regional AMA office.

Proper publicity should be given to all marketing programs through some central regional agency. Proper agencies should be designated in each State to work with this regional agency. Sufficient and proper publicity throughout each State should be given to marketing agreements by the agency responsible for these agreements. Premature news releases should be discouraged and only given out when sufficient adequate and final plans have been developed.

Distribution of Reports

Although the Committee realizes that under present war conditions, a large expansion in radio news services may not be practical, we recommend that, insofar as possible under wartime conditions, and because food is important in winning the war, daily market information be made available by radio to every farmer in the Southeast, as this method appears to be the

best and most economical means of getting adequate information back to the producers. The development of State-wide hook-ups, similar to the New England radio news service, to serve areas having no high powered station seems to be a desirable approach.

Radio programs should include information on market prices, available supplies, and any pertinent crop information which might influence prices, including such general crop estimates information as is available. Where possible, emphasis should be placed on crops and varieties most likely to have an advantageous market.

Consideration should be given to having the State Agricultural Statisticians on the air each month with information from the Crop Report. On certain special crops, sweet potatoes as an example, a breakdown of the estimates according to commercial production and other farm production would be desirable.

Better publicity should be given to information going on the air, so that farmers will know when to listen. It appears that the best time for farm programs is early in the morning or at the noon hour.

It is recommended that, where possible, arrangements be made to have news-papers carry such information as is available on all agricultural commodities, both local and national. It was suggested that State agencies prepare for newspapers a release on the Crop Report covering the crops of special interest locally.

In bulletin form, it is recommended that all State organizations make the greatest possible use of whatever mediums they have for releasing general information and that, in addition, emphasis be placed on information of a local nature.

In addition to the above recommendations, it is thought that it is appropriate to make some general recommendations on market news information covering some of the general crops produced in this area.

Cotton

It is recommended that the Daily Cotton Price Reports be simplified so that they will mean more to the farmer, especially as to what his cotton will be worth locally. It was suggested that a plan be devised to have county agents and AAA workers who are in close contact with farmers furnished information as to the local "basis" as well as the terminal spot and futures markets, so that they, in turn, could pass the information back to individual farmers.

It is thought that increased use of the classification service will enable the grower to make better use of the market news information. He should know what he has, and then be able to look at a market report and find out what it is worth.

Poultry and Eggs

Some system should be developed in the Southern States for furnishing prices and information on all kinds of poultry products in those markets generally held to be representative of the State or area in which southern poultry is marketed.

Some standardization should be made in the marketing terminology used on eggs and poultry. It is recommended that the United States grades be accepted by the States and used in all marketing information released on these commodities and a market news service developed that will adequately serve the entire area.

